



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Required Report - public distribution

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GAIN Report #CA0050

## Canada

### Market Development Reports

### Agent/Broker Directory - Western Canada

## 2000

Approved by:

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**U.S. Embassy**

Prepared by:

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#### **Report Highlights:**

**Food Brokers/manufacturers agents are the marketing link between food manufacturers and the food distribution system. Prospective exporters have a greater chance of success in the Western Canadian market if they work with a broker/agent. Benefits include the local knowledge, innovative technologies and intimate and in depth category knowledge as it applies to the area. Above all they provide a cost effective way of entering the market.**

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Includes PSD changes: No

Includes Trade Matrix: No

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## Section 1 --Introduction

### A. Food Brokers in Western Canada

Representing one out of every three products sold in the West, Food Brokers (or manufacturers agents) are the marketing link between Food Manufacturers and the Food Distribution System. As 'manufacturer's agents' they provide a range of marketing and sales services including retail and head office selling, consumer promotion, category management, and invoicing. For the one in three products sold in the West through brokers, the benefits of using brokers is the invaluable 'value adding' services provided. These include the local knowledge, innovative technologies and intimate and in depth category knowledge as it applied to a particular area or region. And above all they provide a cost effective way of 'going to market'.

There are many trends in the Western Canada Food Brokerage business in the last decade. Two of the most significant are industry rationalization and regional expansion.

The first trend, rationalization, has seen many brokers joining forces through company mergers or buy outs. The newly merged firms are larger and more efficient organizations that in turn offer more services to their clients. It is important to point out that a major motivation for the rationalization has been the similar trend in the retail trade. (The Western Canada grocery retail is very highly concentrated...See USDA FAS Report December 1999 - Western Canada Retail Food Sector Report for more details on Food Distribution in Western Canada)

The second trend is regional expansion as there has been a concerted evolution from the smaller City based broker, to a Provincial based broker and increasingly to a Western Regional broker. Very few have at this point gone beyond a Regional to a National basis and instead many have developed informal regional affiliations in other regions. Again this regional focus by Food Brokers focus matches up with the regional focus of Food Retailers.

### B. The 'Go-to-Market' Strategy Choices in Western Canada

After making the decision to export to Western Canada the next key decision facing the manufacturer is which 'Go-to-Market' strategy to use. The options - to hire your own sales force or hire a manufacturer's agent/broker. The advantages and disadvantages of each method depends on the manufacturers situation. Ultimately the nature of the business, the short and long term business direction, and a thorough cost - benefit analysis will dictate the final choice.

**Own Sales Force** - The primary benefit of having your own sales force is the single minded focus on your business. No competing priorities - clear and simple focus on your product(s). However There are several disadvantages of hiring your own sales force. The most obvious is of course cost - there is a considerable cost associated with hiring, training, and maintaining your own sales force. Costs of course could also include the actual cost of the sales personnel, the support staff, home and sales office space and supply costs, not to mention the non financial cost of time and energy expended.

**Manufacturer's Agent/Broker** - The key benefit of the a manufacturers agent is acquisition of an instant sales force. Other than some initial training on your specific category/brands you will have a ready made, experienced sales force with complete coverage in all channels of distribution. The agent's motivation in selling your product is simple - you

don't start paying until they start selling. The agent has well established relationships and a successful track record in representing other products and will know best strategies for entering and achieving success in the market. The only tradeoff versus your own sales force is the amount of focus that the agent/ broker gives to your product, remembering that the broker represents, not only your product, but also other manufacturers's products. This latter point should be major decision criteria in choosing a broker's 'fit' with your specific needs.

### **C. The Role of the Broker**

Food brokers ( manufacturers agents ) are necessary participants in the planning, execution and ultimate success of a new food product launched into the Canadian food distribution system. They represent manufacturers to the different channel distributors - grocery and drug retailers, mass merchandisers, warehouse clubs and convenience stores. Retailers in Canada in most cases insist that small and medium sized food manufacturers be represented by food brokers. These powerful Canadian retailers strive to limit the supplier contacts and make the new product listing and merchandising process as efficient as possible. For this reason new product listing are not only difficult to obtain, but when they are attained they can be very expensive. Brokers play an important role in gaining listings and in negotiating reasonable listing fees.

Brokers act as regional specialists providing a customized and cost effective distribution system. They provide a variety of services such as :

- Head office sales coverage of major retailers – initiating and maintaining relationships, gaining listings, facilitating on going support, and program planning and execution.
- Store level sales coverage to ensure proper execution of manufacturer and retailer programs
- Store level merchandising activity
- Supply side management services – direct reorder systems, category and space management, and EDI technology
- Assistance in development of marketing plans and/or specific consumer and trade promotions
- Monitoring pricing and promotion activity
- Providing competitive information general market intelligence.

In summary brokers are a necessary part of the success of new US exports to Canada for most food manufacturers. They cost effectively open doors and gain entry to the Canadian channels of distribution and help to create efficient ongoing relationships between the food manufacturer and the retailer, as well as provide a whole host of services custom tailored to the food manufacturers needs.

### **D. Choosing the Right Broker**

It is of utmost importance that a manufacturer choose a broker that best matches with his own business strategy and business size. This will ensure the right degree of marketing and sales focus on your product, at the appropriate level of business sophistication.

Tips on hiring the right broker:

- Clearly identify your needs and objectives and match your needs with the services offered. (see criteria below)
- Look for a good 'fit' or similar culture - you are building a relationship and you will be working with this group - so it is much easier and more enjoyable to work with a group that has a similar culture to yours
- Look for the right image - as the broker's sales force will be a reflection of your product to the trade.
- Look at how the company is structured - Is the ownership regional, are the sales people full or part time, is the business growing,
- Look at how is the broker positioned in the market - Small Medium or Large - how does that fit with your business
- Check out the current principles - are there any conflicts

#### **E. Check list of Criteria to consider - Matching Your Needs to Services Offered**

##### **Retail coverage**

- Regional, Western Canada, or National Coverage requirement
- Speed to market - A. C. Distribution expectations
- All Classes of Trade? ( grocery/drug/mass merchandiser/etc.)

##### **Key Account coverage**

- Quality of the people
- Expertise in financial sales management
- Accountability - Reward System tied to your objectives
- Promotion tracking and sophistication of analysis

##### **Retail Reporting**

- Degree of Retail Automation
- Speed of reporting
- Access to information
- Incremental cost

##### **Marketing and Other Services**

- Category management
- Trade marketing
- Marketing, Media, and Launch planning
- Packaging, Trade Show, Event marketing and Demo management
- Customer service, complaint, and product recall management
- Co packing management

##### **Logistics Support**

- Continual replenishment expertise
- Forecasting
- Distribution and Warehousing

**Administration Support**

- EDI capabilities
- Invoicing / Deduction management
- Trade Spending and Market Intelligence tracking
- Training and Personnel management practices

**F. Building and Maintaining the Relationship**

Ultimately you need to view the broker as your sales force and must build an effective partnership. In order to build that effective partnership :

- Understand the culture of the team you have appointed and use this when and where you can to motivate the group.
- Set up effective lines of communication
- Use the broker's knowledge of the market in the sales and marketing process
- Confide in and have confidence in your broker
- Put it in writing - standard contracts (CFBA sourced) are used to clarify expectations and parameters of the relationship
- Set mutually agreed upon goals as a basis for the ongoing evaluation process.
- Compensate fairly given the specific services that you need. The only raise the broker will receive is through increased earnings through the sales of your product.

**G. Compensation - What is the right rate?**

In Western Canada compensation rates vary widely, and are not dissimilar to the situation in the US. Between 3% and 6% is not uncommon with the average in the range of 4.5%.

As would be expected, the higher the brand/category volume, the lower the expected commission rate. The opposite is also true with lower volume products requiring higher rates.

Increased compensation is also required if 'over and above' services such as when invoicing or warehousing are required, with the cost of these services negotiated separately.

House accounts ( accounts that you would handle without involvement of the broker ) are also a consideration. The decision to compensate brokers for such accounts are negotiated as part of the compensation considerations.

In summary, compensation is subject to individual situations and negotiations between the 2 parties. Some research has suggested that with the average cost of a manufacture's sales force at 7%, the average brokerage compensation of 4.5% compares very favorably indeed.

## **Section 2 -- Survey of the Brokers of Western Canada**

### **A. Identifying the Key Brokers in Western Canada**

The food brokerage business that is made up of a wide range of organizations from a One Person Sales Office to a Small Food Importer with 3 persons, to a Very Large and Diversified Food Brokerage Organization.....and they all call themselves 'Brokers'

Identifying the top brokers of Western Canada is not easily accessed from existing lists of brokers. Some brokerage lists, (eg Grocery Today 1999 Grocery Source Directory) list 99 different brokers reporting activity in Western Canada.... many are actually Eastern based and do little or no business in the West. Others are extremely small and of little consequence to food manufacturers considering entering the Canadian Market. Other lists are quite restrictive focusing only on the larger brokers -for example the Canadian Food Brokers Association, with only it's 11 member organizations listed in Western Canada. Still other lists from central library sources were clearly out of date.

### **B. Independent Survey of Brokers In Western Canada**

As a result of the lack of a credible list of the top food brokers in Western Canada and a list of all of the relevant details about those brokers we embarked on preparation of our own listing. Specifically we executed our own survey of the brokers. The following gives the details of the survey..... and the results.

#### **Objectives**

- Collecting a up to date listing of the top brokers of Western Canada
- Collecting relevant information about these top brokers that would be important in assessing their suitability to potential US client companies.

#### **Methodology**

- The Survey of Brokers was executed in the February / March 2000 period.
- Names were sourced from many lists and from discussions with industry experts. ( See exhibit 3 for the complete source list )
- The questionnaire design ( see exhibit 4 attached ) was developed in conjunction with an industry expert Mr Keith Bray the current president of the Canadian Food Brokers Association. His assistance was invaluable not only in helping to design representative and unbiased questions, but also lending credibility to the survey and helping to open doors to some security conscious participants.
- It must be noted here that information given by participants was given on the understanding that this information would be only made available to the US Dept Of Agriculture and it's clients and not to other brokers distributors or associations such as the CFBA.

- Response rate was 69% with 18 of 26 questionnaires completed. It is important to note that all of the key brokers in the West responded and that those who didn't respond were typically minor players in the market.

**Results** Information Summarized from the Broker Survey:

Exhibit 1 - Summary of the Broker Survey Results

Exhibit 2 - Individual Broker Profiles (19 in total)- showing key information on each broker - includes the following :

- 'Quick Profile' of most important information on each Broker
- 'Key Contact' information
- 'Organizational Size' and Personnel
- 'Organizational Capability's' / Services offered
- 'Key product categories' and key brands represented
- 

Exhibit 3 - Broker s- Reported Categories and Brands Represented

**Classifications used in the Survey Summary and Detail Pages:**

**a) Classification of the Size and Level of Business Services**

**Small Food Broker** - typically under \$10 million in Represented Gross Sales Revenue and with less than 10 employees - limited service available that are focused on sales for a few specialty lines

**Medium Sized / Full Service Broker** - Typically \$50 -\$150 million in Gross Sales and with 20-40 employees - providing a full range of diversified brokerage services.

**Medium to Large Sized / Full Service Broker** - Typically \$150-\$200 million in sales with 40-70 employees - providing a full range of sophisticated brokerage services.

**Large Sized / Full Service Broker** - Typically over \$200 million in gross sales with over 70 employees - providing a full range of highly sophisticated brokerage services

**b) Classification of Trade Covered**

**All Classes of Trade Covered including Food Service** - Wide coverage of all classes (includes Retail sectors - Grocery, Drug, Mass Merchandiser, Warehouse Clubs, as well as Convenience Stores and Gas Bars).

**All Classes of Trade Excluding Food Service** - Wide coverage of classes -specializing in Retail sectors and not Food Service.

**All Classes with Exclusions** - Narrower coverage excluding some channels

**c) Classification of Sales Personnel Capabilities**

**Senior Account Sales -Account Management, Brand Managers, or Sales Managers** - Senior sales managers or Key Account Management with senior sales responsibility including Key HO accounts. Also includes brand managers with key principle responsibility.

**Retail Sales** - Sales Representatives who focus at the retail store level - selling, order taking and merchandising. Some are hired on a part time basis.

**d) Classification of Marketing Capabilities**

**Very High Level of Sophistication** - Senior marketing staff capable of performing all Marketing tasks - fully computerized marketing information systems, and advanced category management capabilities.

**Moderate Level** - Marketing capabilities available - some advanced features available however would require some marketing backup.

**Limited Level** - Limited marketing sophistication available - would require marketing backup.

**e) Classification of the level of Broker Reporting and use of EDI**

**Strong - Highly Automated** - Fast, highly computerized, financial / market / customer reporting .

**Moderate** - Mixed computerized and manual reporting - limitations in some areas of market reporting - even though financial areas are computerized.

**Limited** - Mainly manual ad hoc reporting of market information - more limited computer capabilities in the financial area too.

**Exhibit 1 - Summary - Survey Of Western Brokers**

Name of Broker	\$ Gross	Sales Reps		Marketing	Regions	Class
	Revenue	Acct	Retail	Skills		
Cyba Stevens -	200+	19	36	High	West	All incl. FS
Oppenheimer	200+	26	25/41 pt	High	West	All ex. FS
Tees & Persse	150-200est	12	34	High	West	All incl. FS
Tier 1 Services	100-150	18	5	High	West	All incl. FS
Concord	100-150	17	22	High	National	All incl. FS
Contact Mgt	100-150	14	27pt	Moderate	West	All incl. FS
Pennine Mkt	51-100	3	4/10pt	Moderate	West	FS / groc
Binner	N/A	10	1	Limited	A/S/M	FS / groc
Westrow	10-50	5	15pt	Limited	BC	Grocery
Haida	10-50	6	23pt	Limited	BC/A	Grocery
Duffus	Under 10	3	6	Limited	BC	N/A
Banner	Under 10	5	4pt	Limited	BC	All ex. FS
Colter Agencies	Under 10	2	7	Limited	BC	All ex. FS
Network Sales	Under 10	3	5	Limited	West	All incl. FS
Cambrian Enterprise	Under 10	3	2 pt	Limited	M	FS / groc
<b>Distributors</b>						
Ashley Koffman Foods	100-150	5	20	Moderate	National	All inc.FS
Preisco Jentash	10-50	5	20	Moderate	West	All inc. FS
Hardy Sales	10-50	4	4	Limited	BC/A	All inc. FS
National Importers	N/A	-	-	Moderate	National	All inc FS
<b>Legend:</b>						
A - Alberta						
BC - British Columbia						
M- Manitoba						
S- Saskatchewan						
FS - Foodservice						

**Exhibit 2--Individual Broker Profiles**

from each of the top 19 Western brokers.

.....the following profiles and details specific information

**Name Of Organization: OPPENHEIMER SALES & MARKETING****Quick Profile :****Size and Type of Business:** *Full Service Large Diversified Broker (+\$200m)***Class of Trade Covered:** *All Classes Excluding Food Service***Retail Sales Capabilities:** *Retail Sales Team of 25***Account Mgt. Capability:** *Account Mgt Team of 26***Marketing Capability:** *Very High level of Sophistication / Services***Contact:****Address:** 4405 Canada Way, Burnaby BC V5G 1J5**Phone:** 604 435-3863 **Fax:** 604 435-3863**E-mail:** **Web-site:** N/A**Key Facts:****Head Office Location:** Vancouver**Branch offices:** Alberta, Saskatchewan, Manitoba ...West only.**Length in existence:** 142 years**Ownership:** 8 Partners are majority owners ( Key Personnel )**Affiliations:** Informal - Thomas Large & Singer (East)**Key Personnel:** Larry Martin-Pres.; VP's Rick Stefani, Jim Rose**Classification :** Large Diversified Food Broker**Key Focus/Specialties:** All Classes of Trade Excluding Food Service**Organization Size and Personnel Profile****1999 Represented Gross Sales Revenue:** over \$200,000**Total Number of Employees in Western Canada** Full Time: 126**Personnel:** Key Account Mgrs / Sales Mgrs: 26 Retail Sales Staff: 25 / 41 PartTime

Marketing Specialists: 3 Category Mgrs Administrative Staff: 31

**Organizational Capabilities / In House Services****Warehousing:** No **Buy / Sell ( Distribution ):** Yes**Export / Import Assistance:** No **Private Label:** Yes**Merchandising ( In Store ):** Yes**Level of Advanced Marketing Capabilities:** **Plan development:** Yes**Category management:** Yes / ACN WorkStation & Monitor**EDI:** Yes / Invoicing/ purchase order/ pricing **Marketing Audit:** Yes**Class of Trade Covered:****Grocery :** Yes **Drug:** Yes**Mass Merchandiser :** Yes **Warehouse Club:** Yes**Convenience Store/ Gas Bar:** Yes **Food Service:** No

**Name Of Organization: TEES AND PERSSE BROKERAGE LTD****Quick Profile :**

**Business:** *Full Service Medium to Large, Diversified Broker*  
*(\$150-\$200 million range -Author's Estimate)*

**Class of Trade Covered:** *All Classes including Food Service*

**Retail Sales Capabilities:** *Retail Sales Team of 34*

**Account Mgt Capability:** *Account Mgt. Team of 12*

**Marketing Capability:** *High level of sophistication / Services*

**Reporting & EDI:** *Strong - highly automated*

**Contact:**

**Address:** #101 - 827 Belgrave Way Delta BC V3M 5R8

**Phone:** 604 520-6002      **Fax:** 604 520-6898

**E-mail:** dougl@tees-persse.com      **Web-site:** www.tees-persse.com

**Key Facts:**

**Head Office Location:** Vancouver

**Branch offices:** Edmonton, Calgary, Regina, Saskatoon, Winnipeg ...West only

**Length in existence:** 116 years

**Ownership:** Private partners      **Affiliations:** ABNet, New York

**Key Personnel:** Doug Lawrence (Pres&CEO),  
VP's : Stu Hartt, Larry Hill, Graham Briggs, Bruce Cribbs

**Classification :** Medium to Large Diversified Food Broker

**Key Focus/Specialties:** All Classes of Trade including Food Service

**Organization Size & Personnel Profile**

1999 Represented Gross Sales Revenue:(\$150 - \$200 M range - Author's Est.)

**Total Number of Employees in Western Canada** Full Time: 54 Part time: 16

**Personnel:**

**Key Account Mgrs/Sales Mgrs:** 12      **Retail Sales Staff:** 34

**Administrative Staff:** 18      **Marketing Specialists:**

**Organizational Capabilities / In House Services**

**Warehousing:** No / public      **Buy / Sell ( Distribution ):** Yes

**Export / Import Assistance:** Private Label: Yes

**Merchandising ( In Store ):** Yes

**Level of Advanced Marketing Capabilities:**

**Plan development:** Yes      **Category management:** Intactix/ ACN Workstation

**EDI:** Yes      **Marketing Audit:** Manual & Automated

**Class of Trade Covered:** Grocery: Yes      **Mass Merchandiser:** Yes      **Warehouse Club:** Yes

Drug: Yes Food Service: Yes Convenience Store/ Gas Bar: Yes

**Name Of Organization: CYBA STEVENS MGT. GROUP**

**Quick Profile :**

**Size and Type of Business:** *Full Service Large Diversified Broker(+ \$200m)*

**Class of Trade Covered:** *All Classes including Food Service*

**Retail Sales Capabilities:** *Retail Sales Team of 76*

**Account Mgt. Capability:** *Account Mgt Team of 19*

**Marketing Capability:** *Very High level of Sophistication / Services*

**Contact:**

**Address:** #100 - 3016 - 19<sup>th</sup> Street N.E. Calgary T2E 6Y9

**Phone:** 403 291-3288 **Fax:** 403 250-3374

**E-mail:** petera@cybastevens.com **Web-site:** N/A

**Key Facts:**

**Head Office Location:** Calgary;

**Branch offices:** Vancouver, Edmonton, Calgary, Saskatoon, Winnipeg ...West only.

**Length in existence:** 13 years

**Ownership:** Boyd Stevens

**Key Personnel:** Boyd Stevens (Pres&CEO), Bill Anderson VP

**Classification :** Large Diversified Food Broker

**Key Focus/Specialties:** All Classes of Trade including Food Service

**Organization Size and Personnel Profile**

**1999 Represented Gross Sales Revenue:** over \$200,000

**Total Number of Employees in Western Canada - Full Time:** 76\*

**Personnel:** (\*Excludes dedicated Nestle sales group of 34)

**Key Account Mgrs / Sales Mgrs:** 19 **Retail Sales Staff:** 36

**Marketing Specialists:** 4 Brand reps **Administrative Staff:** 21

**Organizational Capabilities / In House Services**

**Warehousing:** No **Buy / Sell ( Distribution ):** No

**Export / Import Assistance:** Yes **Private Label:** Yes

**Merchandising ( In Store ):** Yes

**Level of Advanced Marketing Capabilities:** **Plan development:** Yes

**Category management:** Yes computer shelf schematics / ACN Workstation

**EDI:** Yes **Marketing Audit:** Yes

**Class of Trade Covered:** **Grocery :** Yes **Drug:** Yes **Food Service:** Yes

**Mass Merchandiser :** Yes **Warehouse Club:** Yes **Convenience Store/ Gas Bar:** Yes

**Name Of Organization: CONTACT MANAGEMENT GROUP.**

**Quick Profile :**

**Size and Type of Business:** *Full Service Medium Sized Broker (\$100-\$150)*  
**Class of Trade Covered:** *All Classes including Food Service*  
**Retail Sales Capabilities:** *Retail Sales Team of 27 - Part Time*  
**Account Mgt Capability :** *Account Management Team of 14*  
**Marketing Capability:** *Moderate*

**Contact:**

**Address:** #2022 7445 132<sup>nd</sup> Street Surrey BC V3W 1J8  
**Phone:** 604572-8686 **Fax:** 604 572-6006  
**E-mail:** contact@contactmg.bc.ca **Web-site:** N/A

**Organizational Key Facts:**

**Head Office Locations:** Surrey BC  
**Branches:** Edmonton, Calgary, Winnipeg.....West Only  
**Length in existence:** 25 years  
**Ownership:** Key Personnel  
**Key Personnel:** Terry Johnston, Bob Reed , Valerie Dennison,  
 Mike Fuller, Bob Martin, Jason Martin, Paul Johnson  
**Classification :** Medium Sized, Diversified Food Broker  
**Key Focus / Specialties:** All Classes of Trade with some Food Service

**Organization Size and Personnel Profile**

**1999 Represented Gross Sales Revenue:** \$100,000 to \$150,000 range  
**Total Number of Employees in Western Canada:** Full Time: 29 Part time: 27  
**Personnel:** Key Account /Sales Mgrs : 14 Retail Sales Staff: 27 part time  
 Administrative Staff: 14 Marketing/Brand Specialists:

**Organizational Capabilities / In House Services**

**Warehousing:** Yes **Buy / Sell ( Distribution ):** Yes  
**Export / Import Assistance:** Yes **Private Label:** Yes  
**Merchandising ( In Store ):** Yes

**Level of Advanced Marketing Capabilities:**

**Plan development:** Yes **Category management:** Yes **EDI:** Yes **Marketing Audit:** Yes  
**Class of Trade Covered:** Grocery : Yes **Drug:** Yes  
 Mass Merchandiser : Yes **Warehouse Club:** Yes

Convenience Store/ Gas Bar: Yes

Food Service: Yes

**Name Of Organization: TIER 1 SERVICES INC.****Quick Profile :****Business: Full Service Medium, Diversified Broker (\$100-\$150 m range)****Class of Trade Covered: All Classes including Food Service****Retail Sales Capabilities: Retail Sales Team of 5****Account Mgt Capability: Account Mgt. Team of 18****Marketing Capability: High level of sophistication / Services****Reporting & EDI: Strong - highly automated****Contact:****Address: 91 Glacier St. Coquitlam BC V3K 5Z1****Phone: 604 514-0402 Fax: 604 514-0407****E-mail: Rhughes@tier1.ca Web-site: www.tier1.com****Key Facts:****Head Office Location: Vancouver****Branch offices: Alberta, Sask, Manitoba ...West only****Length in existence: 15 years****Ownership: Private****Key Personnel: Ross Hughes (Pres), Murray Smith Senior VP****Classification : Medium Diversified Food Broker****Key Focus / Specialties: All Classes of Trade****Organization Size & Personnel Profile****1999 Represented Gross Sales Revenue: \$100 - \$150 M range****Total Number of Employees in Western Canada: Full Time: 43 Part time: 16****Personnel: Key Account Mgrs / Sales Mgrs: 18 Retail Sales Staff: 5****Administrative Staff: 7 Marketing Specialists: 6****Organizational Capabilities / In House Services****Warehousing: Yes Buy / Sell ( Distribution ): Yes****Export / Import Assistance: Yes Private Label: Yes****Merchandising ( In Store ): Yes****Level of Advanced Marketing Capabilities:****Plan development: Yes EDI: Yes Marketing Audit: Automated****Category management: Intactix/ PromoTrack/ WorkStation**

Class of Trade Covered: Grocery: Yes Mass Merchandiser: Yes Conv.Store/Gas Bar: Yes  
 Warehouse Club: Yes Drug: Yes Food Service: H.O.

**Name Of Organization: CONCORD NATIONAL INC.**

**Quick Profile :**

**Business:** *Full Service Medium Sized Broker ( \$100m - \$150m range)*

**Class of Trade Covered:** *All Classes including Food Service*

**Retail Sales Capabilities:** *Retail Sales Team of 22*

**Account Mgt Capability :** *Account Mgt. Team of 17*

**Marketing Capability:** *High Level of Sophistication and Services*

**Reporting & EDI:** *Strong - highly automated*

**Contact:**

**Address:** 303 Mountain Hwy North Vancouver BC V7J 2K1

**Phone:** 604 986-7341 **Fax:** 604 986-5061

**E-mail:** tony.luongo@concordnational.com **Web-site:** N/A

**Organizational Key Facts:**

**Head Office Locations:** Toronto

**Branch offices:** Vancouver, Edmonton, Calgary, Saskatchewan, Regina, Winnipeg and Eastern Canada

**Length in existence:** 39 years

**Ownership:** Mike Donald / Tony Luongo (BC), Tim Moore (Prairies)

**Key Personnel:** Regional Pres. - BC Tony Luongo, Prairies Tim Moore

**Classification :** Medium Sized, Diversified Food Broker

**Key Focus/Specialties:** All Classes of Trade with some Food Service

**Organization Size and Personnel Profile**

**1999 Represented Gross Sales Revenue:** \$100,000 to \$150,000 range

**Total Number of Employees in Western Canada:** Full Time: 68 Part time: 2

**Personnel:**

**Key Account /sales Mgrs :** 17 **Retail Sales Staff:** 22

**Administrative Staff:** 16 **Marketing/Brand Specialists:** 13

**Organizational Capabilities / In House Services**

**Warehousing:** No / public **Buy / Sell ( Distribution ):** Yes

**Export / Import Assistance:** Yes **Private Label:** Yes

**Merchandising ( In Store ):** Yes

**Level of Advanced Marketing Capabilities:**

Plan development: Yes Marketing Audit: Yes - (3<sup>rd</sup> party)

Category management: Yes - ACN Work Station / Infact

EDI: Yes - invoicing/pricing/order processing

Class of Trade Covered: Grocery : Yes Drug: Yes Convenience Store/ Gas Bar: - No

Mass Merchandiser : Yes Warehouse Club: Yes Food Service: Yes

**Name Of Organization: PENNINE MARKETING LTD.**

**Quick Profile :**

**Business:** *Medium Sized Food Service Broker (\$50-100million range)*

**Class of Trade Covered:** *Food Service and Limited Retail (Instore Deli)*

**Retail Sales Capabilities:** *Retail Sales Team of 4*

**Account Mgt Capability :** *Account Mgt. Team of 3*

**Marketing Capability:** *Limited*

**Reporting & EDI:** *Moderate*

**Contact:**

**Address:** #100 10277 - 154<sup>th</sup> Street Surrey BC V3R 4J7

**Phone:** 604 585 - 4455 **Fax:** 604 585 - 2393

**E-mail:** pennine@pennine.ca **Web-site:** pennine.com

**Key Facts:**

**Head Office Locations:** Surrey BC **Offices also:** Alberta/ Saskatchewan/ Manitoba -West only

**Length in existence:** 17 years

**Ownership:** Derek Pope

**Affiliations:** Signature Brands Marketing (associate broker)

**Key Personnel:** Derek Pope, President / Mark Falck General Mgr

**Classification :** Medium Sized Food Service Broker

**Key Focus/Specialties:** Key focus - Food Service and Grocery Deli

**Organization Size and Personnel Profile**

**1999 Represented Gross Sales Revenue:** \$51million to \$100million range

**Total Number of Employees in Western Canada:** Full Time: 26 Part time: - 3

**Personnel:**

**Key Account /Sales Managers :** 3 **Retail /FS Sales Staff:** 4/10

**Administrative Staff/Clerks:** 5 **Brand Specialists:** 4

**Organizational Capabilities / In House Services**

**Warehousing:** Yes **Buy / Sell ( Distribution ):** Yes **Private Label:** Yes

**Export / Import Assistance:** Yes **Merchandising ( In Store ):** Yes

**Level of Advanced Marketing Capabilities:**

Plan development: Yes

Category mgt / Marketing Audit -

EDI: Yes

**Class of Trade Covered:**

Grocery : Yes Drug: No Mass Merchandiser : No Warehouse Club: Yes

Convenience/ Gas Bar: Yes Food Service: Yes (a category leader)

**Name Of Organization: BINNER MARKETING AND SALES INC.****Quick Profile :****Size and Type of Business: *Small Retail / Food Service Broker*****Class of Trade Covered: *Grocery and Food Service*****Retail Sales Capabilities: *Retail Sales Team of 1*****Account Mgt Capability: *Account Mgt. Team of 10*****Marketing Capability: *Limited*****Reporting & EDI: *Limited*****Contact:****Address: 870 Brandford Street, Winnipeg Manitoba R3H 0N5****Phone: 204 783-3177 Fax: 204 783-6363****E-mail: murrayb@binnermarketing.com web: binnermarketing.com****Key Facts:****Head Office Locations: Winnipeg, Manitoba****Offices also: Alberta/ Saskatchewan .....West only****Length in existence: 15 years****Ownership: Affiliations:****Key Personnel: Murray Binner, president / Greg Shelest Controller****Classification : Small Food Service / Retail Broker****Key Focus/Specialties: Key focus - Food Service and Grocery****Organization Size and Personnel Profile****1999 Represented Gross Sales Revenue: N/A****Total Number of Employees in Western Canada: Full Time: 14 Part time: 1****Personnel: Key Account /Sales Managers : 10 Retail /FS Sales Staff: 1****Administrative Staff/Clerks: 3 Marketing /Brand Specialists:****Organizational Capabilities / In House Services****Warehousing: - Buy / Sell ( Distribution ): - Export / Import Assistance: -**

**Private Label: Yes      Merchandising ( In Store ):**

**Level of Advanced Marketing Capabilities:**

**Plan development:      Yes**

**Category mgt      -**

**Marketing Audit      Manual**

**EDI :      -**

**Class of Trade Covered:**

**Grocery :      Yes      Drug:      No      Mass Merchandiser :      No      Warehouse Club: Yes**

**Convenience/ Gas Bar: Yes      Food Service:      Yes**

<b>Name Of Organization:</b>	<b>WESTROW FOOD GROUP</b>
<b>Quick Profile :</b>	
<b>Business:</b>	<i>Small Food Broker ( \$10m- \$50m range )</i>
<b>Class of Trade Covered:</b>	<i>Grocery / Mass / Warehouse clubs</i>
<b>Retail Sales Capabilities:</b>	<i>Retail Sales Team of 15 part time</i>
<b>Account Mgt Capability:</b>	<i>Account Mgt. Team of 5</i>
<b>Marketing Capability:</b>	<i>Limited</i>
<b>Reporting &amp; EDI:</b>	<i>Limited</i>

**Contact:**

1. Address: #2 2628 Shaughnessy St. Port Coquitlam BC V3C 3V1  
 2. Phone: 604 468-4261 Fax: 604 468-4263  
 3. E-mail: [Donmacsorley@netcom.ca](mailto:Donmacsorley@netcom.ca) web:

**Key Facts:**

1. Head Office Locations: Port Coquitlam BC  
 2. Length in existence: 17 years  
 3. Ownership: Tree of Life Inc.  
 4. Key Personnel: Ron Sadler Pres., Jamie Moody, VP Marketing  
 5. Classification : Medium Sized Distributor / Importer  
 6. Key Focus / Specialties: Key focus - Imported dairy, meats, grocery

**Organization Size and Personnel Profile**

1. 1999 Represented Gross Sales Revenue: \$10million to \$50million range  
 2. Total Number of Employees in Western Canada: Full Time: 10 Part time: 15  
 3. Personnel:

Key Account /Sales Managers:	5	Merchandising Staff:	15PT
Administrative Staff/Clerks:	3	Marketing /Brand Specialists:	

**Organizational Capabilities / In House Services**

Warehousing:	No	Buy / Sell ( Distribution ):	Yes
Export / Import Assistance:	Yes	Private Label:	Yes
Merchandising ( In Store ):	Yes		

**Level of Advanced Marketing Capabilities:**

Plan devel/ Category Mgt:	-
Marketing Audit	-
EDI :	-

**Class of Trade Covered:**

Grocery :	Yes	Drug:	No	Mass Merchandiser :	Yes
Warehouse Club: Yes		Convenience/ Gas Bar:	Yes	Food Service:	No

<b>Name Of Organization:</b>	<b>COLTER AGENCIES LTD.</b>
<b>Quick Profile :</b>	
<b>Business:</b>	<i>Small Sized Food Broker - BC only ( under \$10m)</i>
<b>Class of Trade Covered:</b>	<i>All Retail Food Classes ex Food Service.</i>
<b>Retail Sales Capabilities:</b>	<i>Retail Sales Team of 7</i>
<b>Account Mgt Capability :</b>	<i>Account Mgt Team of 2</i>
<b>Marketing Capability:</b>	<i>Limited</i>

**Contact:**

Address: #140 7391 Vantage Way, Delta BC V4G 1M3

Phone: 604 940-8026 Fax: 604 940-8036

E-mail: Coltera@ibm.net Web-site: N/A

**Key Facts:**

Head Office Locations: Delta BC

Length in existence: 9 years

Ownership: Gerry Colter, Al Colter

Affiliations: Use Other brokers Across the West

Key Personnel: Gerry Colter, Al Colter, Dave Colter

Classification : Small Food Broker

Key Focus/Specialties: All Retail Food Classes - ex Food Service

**Organization Size and Personnel Profile**

1999 Represented Gross Sales Revenue: under \$10million range

Total Number of Employees in Western Canada: Full Time: 11 Part time: 2

**Personnel:**

Key Account /Sales Managers : 2 Retail Sales Staff: 7

Administrative Staff: 2 Marketing/Brand Specialists: -

**Organizational Capabilities / In House Services**

Warehousing: Yes Buy / Sell ( Distribution ): Yes Private Label: Yes

Export / Import Assistance: Yes Merchandising ( In Store ): Yes

**Level of Advanced Marketing Capabilities:**

Plan development: - Category management: -

EDI: 3<sup>rd</sup> party Marketing Audit: manual**Class of Trade Covered:**

Grocery : Yes Drug: Yes Mass Merchandiser : Yes

Warehouse Club: Yes Convenience Store/ Gas Bar: Yes Food Service: No

Independent Specialty/ Deli: Yes

<b>Name Of Organization:</b>	<b>HAIDA SALES LTD.</b>
<b>Quick Profile :</b>	
<b>Business:</b>	<i>Small-Medium Sized Food Broker (\$10-\$50m range)</i>
<b>Class of Trade Covered:</b>	<i>All Retail Food Classes ex mass merch.</i>
<b>Retail Sales Capabilities:</b>	<i>Part Time Retail Sales Team of 23</i>
<b>Account Mgt Capability:</b>	<i>Account Management Team of 6</i>
<b>Marketing Capability:</b>	<i>Limited</i>
<b>Reporting &amp; EDI:</b>	<i>Limited</i>

**Contact:**

Address: #205 3237 King Goerge Hwy, Surrey BC V4P 1B7

Phone: 604 531-8010 Fax: 604 531-8018

E-mail: Hidasales@aol.com Web-site: N/A

**Key Facts:**

Head Office Locations: Surrey BC

Branch: Calgary.....West Only

Length in existence: 21 years

Ownership: Stuart G. Spear, Stu Spear Jr.

Key Personnel: Stuart G. Spear and Stu Spear Jr.

Classification : Small Food Broker - Private Label Focus

Key Focus / Specialties: All Retail Food Classes - ex Mass Merchandisers

**Organization Size and Personnel Profile**

1999 Represented Gross Sales Revenue: \$10million - \$50million range

Total Number of Employees in Western Canada: Full Time: 8 Part time: 23

**Personnel:**

Key Account /Sales Managers : 6 Retail Sales Staff: 23PT

Administrative Staff: 2 Marketing/Brand Specialists: -

**Organizational Capabilities / In House Services**

Warehousing: No Buy / Sell ( Distribution ): Yes Export / Import Assistance: Yes

Private Label: Yes- a Major Part of Total Business Merchandising ( In Store ): Yes

**Level of Advanced Marketing Capabilities:**

Plan development: Yes Category management: - EDI : - Marketing Audit: 7

**Class of Trade Covered:**

Grocery : Yes Drug: Yes

Mass Merchandiser : No Warehouse Club: Yes

Convenience Store/ Gas Bar: Yes Food Service: Yes

**Name Of Organization: Duffus Sales Ltd****Quick Profile :**

**Business:** *Small Food Broker ( under \$10m ...Policy -10 Principals)*  
**Class of Trade Covered:** *Key Classes*  
**Retail Sales Capabilities:** *Retail Sales Team of 6*  
**Account Mgt Capability:** *Account Management Team of 3*  
**Marketing Capability:** *Limited Level*  
**Reporting and EDI:** *Limited Level*

**Contact:****Address:** #101 657 Marine Drive, West Vancouver, BC, V7T 1A4**Phone:** 604 926- 2102 **Fax:** 604 926- 2529**E-mail:** Duffsales@direct.ca **Web-site:** N/A**Organizational Key Facts:****Head Office Locations:** West Vancouver **Branches:.....West Only****Length in existence:** 25 years**Ownership:** Barry Duffus**Key Personnel:** Barry Duffus President, Roger March Sales Manager**Classification :** Small Food Broker**Key Focus / Specialties:** Key Classes of Trade**Organization Size and Personnel Profile****1999 Represented Gross Sales Revenue:** under \$10million range**Total Number of Employees in Western Canada:** Full Time: 10 Part time: 2**Personnel:****Key Account /Sales Managers :** 3 **Retail Sales Staff:** 6**Administrative Staff:** 1 **Marketing Specialists:****Organizational Capabilities / In House Services****Warehousing:** - **Buy / Sell ( Distribution ):** - **Private Label:** -**Export / Import Assistance:** - **Merchandising ( In Store ):** Yes**Level of Advanced Marketing Capabilities:****Plan development:** - **Category management:** -**EDI:** - **Marketing Audit:** -**Class of Trade Covered:****Grocery :** - **Drug:** -**Mass Merchandiser :** - **Warehouse Club:** -**Convenience Store/ Gas Bar:** - **Food Service:** -

**Name Of Organization: BANNER SALES & MARKETING INC.**

**Quick Profile :**

**Size and Type of Business:** *Small Food Broker ( under \$10m )*  
**Class of Trade Covered:** *All Classes excluding Food Service*  
**Retail Sales Capabilities:** *Retail Sales Team of 4 ( part time )*  
**Account Mgt Capability:** *Account Management Team of 5*  
**Marketing Capability:** *Limited*  
**Reporting & EDI:** *Moderate*

**Contact:**

**Address:** 2133 - 20800 Westminister Hwy, Richmond BC V6V 2W3  
**Phone:** 604 244-0606 Fax: 604 244-0607  
**E-mail:** dedrick@istar.ca Web-site: N/A

**Key Facts:**

**Head Office Locations:** Richmond BC.....West Only  
**Length in existence:** 10 years  
**Ownership:** B. W. Laporte / R. B. Dedrick  
**Key Personnel:** B. Laporte and Bob Dedrick  
**Classification :** Small Food Broker  
**Key Focus / Specialties:** All Retail Food Classes - no Food Service

**Organization Size and Personnel Profile**

1. 1999 Represented Gross Sales Revenue: under \$10million range  
 2. Total Number of Employees in Western Canada: Full Time: 5 Part time: 4  
 3. Personnel:  
     **Key Account /Sales Mgrs :** 5                      **Retail Sales Staff:** 4PT  
     **Administrative Staff:** 3                      **Marketing/Brand Specialists:** -

**Organizational Capabilities / In House Services**

**Warehousing:** - **Buy / Sell ( Distribution ):** - **Export / Import Assistance:** Yes  
**Private Label:** Yes **Merchandising ( In Store ):** Yes  
**Level of Advanced Marketing Capabilities:**  
     **Plan development:** Yes **Category management:** - **EDI :** -  
     **Marketing Audit:** -  
**Class of Trade Covered:**  
     **Grocery :** Yes **Drug:** Yes

Mass Merchandiser : Yes                      Warehouse Club: Yes  
 Convenience Store/ Gas Bar: Yes                      Food Service: No

<b><u>Name Of Organization:</u></b>	<b>NETWORK SALES LTD.</b>
<b><u>Quick Profile :</u></b>	
<b>Size and Type of Business:</b>	<b><i>Small Food Broker (Under \$10million)</i></b>
<b>Class of Trade Covered:</b>	<b><i>All Classes of Trade</i></b>
<b>Retail Sales Capabilities:</b>	<b><i>Retail Sales team of 5</i></b>
<b>Account Mgt Capability:</b>	<b><i>Account Mgt. Team of 3</i></b>
<b>Marketing Capability:</b>	<b><i>Moderate</i></b>

**Contact:**

**Address:** 8965 92<sup>nd</sup> Ave Fort Saskatchewan Alberta T8L 1A3

**Phone:** 780 998-4946    **Fax:** 780 998-5491

**E-mail:** netsales@telusplanet.net                      **Web-site:** N/A

**Key Facts:**

**Head Office Locations:** Fort Saskatchewan Alberta

**Also:** BC/Manitoba/ Saskatchewan.....also East

**Length in existence:** 25 years

**Ownership:** Dale Gaehring and Darrel Gaelring

**Key Personnel:** Dale and Darrel Gaelring

**Classification :** Small Food Broker

**Key Focus/Specialties:** All Retail Food Classes - ex Food Service

**Organization Size and Personnel Profile**

**1999 Represented Gross Sales Revenue:** under \$10million range

**Total Number of Employees in Western Canada:** Full Time: 10    Part time: 5

**Personnel:**

**Key Account /Sales Managers :** 3                      **Retail Sales Staff:** 5

**Administrative Staff:** 5                      **Marketing/Brand Specialists:** -

**Organizational Capabilities / In House Services**

**Warehousing:** -    **Buy / Sell ( Distribution ):** -    **Export / Import Assistance:** Yes

**Private Label:** Yes                      **Merchandising ( In Store ):** Yes

**Level of Advanced Marketing Capabilities:**

**Plan development:** Yes    **Category management:** Yes

**EDI :** Yes    **Marketing Audit:** Yes

## Class of Trade Covered:

Grocery :	Yes	Drug:	Yes
Mass Merchandiser :		Yes Warehouse Club:	Yes
Convenience Store/ Gas Bar:	Yes	Food Service:	Yes
Independent Specialty/Deli:	Yes		

**Name Of Organization: CAMBRIAN ENTERPRISES LTD.**

**Quick Profile :**

**Business:** *Small Food Broker ( under \$10m range )*  
**Class of Trade Covered:** *FoodService / and some Grocery*  
**Retail Sales Capabilities:** *Retail Sales Team of 2 part time*  
**Account Mgt Capability:** *Account Mgt. Team of 3*  
**Marketing Capability:** *Limited*  
**Reporting & EDI:** *Limited*

**Contact:**

**Address:** 7 - 915 Mcleod Ave Winnipeg Manitoba R2G 0Y4

**Phone:** 204 667-3434 **Fax:**

**E-mail:** **Web:**

**Key Facts:**

**Head Office Locations:** Winnipeg

**Length in existence:** 15 years

**Ownership:** Private

**Key Personnel:** G. Adams

**Classification :** Small broker

**Key Focus/Specialties:** Key focus - Food Service

**Organization Size and Personnel Profile**

1999 Represented Gross Sales Revenue: Under \$10million range

**Total Number of Employees in Western Canada:** Full Time: 3 Part time: 2

**Personnel:**

<b>Key Account /Sales Managers :</b>	3	<b>Retail Staff:</b>	2PT
<b>Administrative Staff/Clerks:</b>	2	<b>Marketing /Brand Specialists:</b>	-

**Organizational Capabilities / In House Services**

**Warehousing:** No **Buy / Sell ( Distribution ):** No **Private Label:** Yes

**Export / Import Assistance:** No **Merchandising ( In Store ):** Yes

**Level of Advanced Marketing Capabilities:**

**Plan devel/ Category Mgt:** --  
**Marketing Audit** -

EDI : -

## Class of Trade Covered:

Grocery :	Yes	Drug:	No
Mass Merchandiser:	No	Warehouse Club:	Yes
Convenience/ Gas Bar:	No	Food Service:	Yes

<b>Name Of Organization:</b>	<b>ASHLEY-KOFFMAN FOODS</b>
<b>Quick Profile :</b>	
<b>Business:</b>	<i>Medium -Large Sized Distributor / Importer ( \$100-150M range)</i>
<b>Class of Trade Covered:</b>	<i>All classes of Trade</i>
<b>Retail Sales Capabilities:</b>	<i>Retail Sales Team of 20</i>
<b>Account Mgt Capabilities:</b>	<i>Account Mgt. of 5</i>
<b>Marketing Capability:</b>	<i>Moderate</i>
<b>Reporting &amp; EDI:</b>	<i>Moderate</i>

Contact:

Address: 6030 Freemont Blvd. Mississauga, Ont L5R 3X4

Phone: 905 507-6161 Fax: 905-507-2727

E-mail: akfoods@akfoods.com web:

Key Facts:

<b>Head Office Locations:</b>	Mississauga Ont
<b>Offices also:</b>	Offices in every province...including West
<b>Length in existence:</b>	50 years
<b>Ownership:</b>	Tree of Life Inc. <b>Affiliations:</b>
<b>Key Personnel:</b>	Ron Sadler Pres., Jamie Moody, VP Marketing
<b>Classification :</b>	Distributor / Importer
<b>Key Focus / Specialties:</b>	Key focus - Imported dairy, meats, grocery

Organization Size and Personnel Profile

1999 Represented Gross Sales Revenue: \$101million to \$150million

Total Number of Employees in Western Canada: Full Time: 65 Part time:

## Personnel:

<b>Key Account /Sales Managers :</b>	5	<b>Retail Sales Staff:</b>	20
<b>Administrative Staff/Clerks:</b>	25	<b>Marketing /Brand Specialists:</b>	4

Organizational Capabilities / In House Services

Warehousing: Yes Buy / Sell ( Distribution ): Yes Private Label: Yes

Export / Import Assistance: Yes Merchandising ( In Store ): Yes

## Level of Advanced Marketing Capabilities:

Plan devel/ Category Mgt: Yes EDI: Yes Marketing Audit: Manual/ACN

**Class of Trade Covered:**

Grocery : Yes      Drug: Yes      Mass Merchandiser : Yes      Warehouse Club: Yes  
 Convenience/ Gas Bar: Yes      Food Service:      Yes

Other: independent retailers and movie theaters

**Name Of Organization:      PREISCO JENTASH**

**Quick Profile :**

**Business:**      *Small - Medium Sized Food Distributor (\$10m-\$50m range)*  
**Class of TradeCovered:**      *All Classes of Trade*  
**Retail Sales Capabilities:**      *Retail Sales Team of 20*  
**Account Mgt Capability:**      *Account Mgt. Team of 5*  
**Marketing Capability:**      *Moderate*  
**Reporting & EDI:**      *Moderate*

**Contact:**

**Address:**      91 Glacier Street, Coquitlam BC

**Phone:**      604 941-8502      **Fax:**

**E-mail:**      **Web-site:**

**Key Facts:**

**Head Office Locations:**      Coquitlam BC      Also: Alberta.....West only

**Length in existence:**      50 years

**Ownership:**      -

**Key Personnel:**      Steve Cowan CEO, Brian McBride CFO,  
    Rick Lawrence VP and General Mgr -Retail

**Classification :**      Small Food Broker

**Key Focus / Specialties:**      All Trade Classes - Natural and Ethnic Specialty

**Organization Size and Personnel Profile**

**1999 Represented Gross Sales Revenue:**      \$10million to \$50million range

**Total Number of Employees in Western Canada:**      Full Time: 50      Part time: 10

**Personnel:**

**Key Account /Sales Managers :**      5      **Retail Sales Staff:**      20

**Administrative Staff/Clerks:**      20      **Marketing/Brand Specialists:**      2

**Organizational Capabilities / In House Services**

**Warehousing:**      Yes      **Buy / Sell ( Distribution ):**      Yes      **Private Label:**      Yes

**Export / Import Assistance:**      Yes      **Merchandising ( In Store ):**      Yes

**Level of Advanced Marketing Capabilities:**

Plan development: Yes    Category management: Yes  
 EDI: Yes    Marketing Audit: Yes

## Class of Trade Covered:

Grocery : Yes    Drug: Yes    Mass Merchandiser : Yes  
 Warehouse Club: Yes    Convenience Store/ Gas Bar: Yes  
 Food Service: Yes(28% of total)    Independent Specialty/Deli: Yes

**Name Of Organization:            HARDY SALES**

**Quick Profile :**

**Business:**    *Small Food Distributor ( \$10-\$50m range )-Meats/ Deli /Sea*  
**Class of Trade Covered:**    *All Classes excluding Drug*  
**Retail Sales Capabilities:**    *Retail Sales Team Of 4*  
**Account Mgt Capability:**    *Account Mgt. Team of 4*  
**Level of Marketing Capability:**    *Limited*

**Contact:**

**Address:**    301 20165 91A Ave Langley BC  
**Phone:**    604 513 - 8424    Fax: 604 513-8422  
**E-mail:**    shardy@stargate.ca    Web-site: N/A

**Key Facts:**

**Head Office Locations:**    Langley BC            Also: Alberta.....West only  
**Length in existence:**    18 years  
**Ownership:**    Gerald Hardy  
**Key Personnel:**            Gerald Hardy  
**Classification :**            Small Distributor  
**Key Focus / Specialties:**    Key focus - meats/ deli/ sea foods

**Organization Size and Personnel Profile**

**1999 Represented Gross Sales Revenue:**            \$10million to \$50million range  
**Total Number of Employees in Western Canada:**    Full Time: 14    Part time: -

**Personnel:**

**Key Account /Sales Managers :**    4    **Retail Sales Staff:**    4  
**Administrative Staff/Clerks:**    6    **Marketing/Brand Specialists:** -

**Organizational Capabilities / In House Services**

**Warehousing:** Yes    **Buy / Sell ( Distribution ):**    Yes    **Private Label:** Yes

**Export / Import Assistance:** Yes    **Merchandising ( In Store ):**    -

**Level of Advanced Marketing Capabilities:**

**Plan development:**    -    **Category management/ EDI :**    -  
**Marketing Audit:**    -

**Class of Trade Covered:**

Grocery :	Yes	Drug:	No
Mass Merchandiser :	Yes	Warehouse Club:	Yes
Convenience Store/ Gas Bar:	Yes	Food Service:	Yes(28% of total)

**Name Of Organization: NATIONAL IMPORTERS LTD.**

**Quick Profile :**

**Business:** *Medium to Large Sized Importer / Distributor - Specialty Foods*

**Class of Trade Covered:** *All Classes*

**Retail Sales Capabilities:** *Distributor Sales Team*

**Account Mgt Capability :** *Key Accounts Coverage*

**Marketing Capability:** *Small Marketing Team*

**Reporting & EDI:**

**Contact:**

**Address:** 1376 Clivenden Ave Annacis Business Park, New Westminister BC V3M 6K2

**Phone:** 604 520-1555 Fax: 604 520-0827

**E-mail:** Web-site: nationalimporters.com

**Organizational Key Facts:**

**Head Office Locations:** New Westminister BC

**Branches:** Calgary - and Eastern Canada

**Ownership:** Key Personnel ( see below)

**Affiliations:** Wholly owned : Grantham Foods (Mfrg.), Summa Tech(C.I.S.)

**Key Personnel:** Terry Johnston, Bob Reed , Valerie Dennison,  
Mike Fuller, Bob Martin, Jason Martin, Paul Johnson

**Classification :** Diversified Distributor - Specialty Foods

**Key Focus/Specialties:** All Classes of Trade with some Food Service

**Organization Size and Personnel Profile**

**1999 Represented Gross Sales Revenue:** N/A

**Total Number of Employees in Western Canada:** Full Time: 100 Part time:

**Personnel:**

**Key Account /Sales Mgrs :** yes **Retail Sales Staff:** yes

**Administrative Staff:** Yes **Marketing/Brand Specialists:** 3

**Organizational Capabilities / In House Services**

Warehousing: Yes Buy / Sell ( Distribution ): Yes Private Label: Yes

Export / Import Assistance: Yes Merchandising ( In Store ): Yes

**Level of Advanced Marketing Capabilities:**

Plan development: Yes Category management: Yes

EDI: Yes Marketing Audit: Yes

Class of Trade Covered: Grocery : Yes Drug: Yes Convenience Store/ Gas Bar: Yes

Mass Merchandiser : Yes Warehouse Club: Yes Food Service: Yes

**EXHIBIT 3 - Reported Categories and Brands Represented****CYBA STEVENS**HBA Dail -bar soap, Dryper -diapers, Bathhurst- cosmetics, Smith and Nephew - hand lotions, Mentholatum - pain relief, Nivea - creme.Frozen Sanpan - frozen dinners, Morrison -pub pies, T&T -snacksProduce Litehouse - dressingsSnack Con-Agra - packaged puddings, Orville - popcorn, Crunch and Munch, Cittadelle - syrupNon Edible Grocery Clorox - household cleaning, Energizer - batteries, Purex - laundry detergent, Fleishman's - yeast, Eddy - matchesOther - Frish - confectionary, Mentos -mints, and the Peppler Group - Snapple, Dad's root beer, Montclair water, Libby's, Koala, Merilman accents, and Fresh tortillasFood Service - a separate division - the Peppler Group ..with 12 full time personnel allocated**OPPENHEIMER SALES AND MARKETING**Dairy Food Source -mayo, Tropicana- juice, Danone -yogurtProduce Galaxy Foods - tofu, Renee's - salad dressing, River Ranch - salad dressing, Yves - tofuHBA Brita - filtered water, Combe - asst, J.L. Freeman - asst, Pharmauite - vits and herbs, Smith and Nephew asst, Standard and Homeopathic - asst, Wilton Industries - asst.Snacks Brach -bulk candy, Brach -bulk fruit snacks, Effem Foods ( Mars and M&M) - candy, Husky Foods - candyNon Edible Grocery OWD -disposable cultery, Reynolds -alum foil, Tel-Star -lighters, Effem Petcare -pet foods, Burns Philp -vinegar, Gustin Kramer PL - laundryOther Distribution -Bev., Grandma Foods -Molasses, Strom Products - Noodles, Tetley -tea, U-H Foods - Asian,

Ocean Spray - juice, Unico -asst Italian, Bell Carter - olives, Oceans -fish, Tree Top -juice, Canadian Salt(Windsor) - salt, Effem Rice (Uncle Ben's) - rice, Dole - canned, Doris - hosiery, Keg brands- spice, Sea Czar -drink, Canterbury PL -coffee, Eagle Family -foods, Rite Foods - Humous, Rich's -whipped topping.

## **TEES & PERSSE**

Meats Advance and Stackeze -beef and pork

HBA Blistex - lipcare, Arm and Hammer - personal and hygiene

Frozen Maple Ridge -fruits and vegetables, Original Cakery - desserts, Trident - seafood, Cheemo - perogies

Snacks Act 2 -microwave and RTE popcorn

Non Edible Grocery Champion - pet food, Glad - wraps and bags, Bakersmate - paper, Fuji -film, Post Its - stationary, 3M -tape, Scotch Brite - home care

Other Gold Seal - canned seafood, Ganong and Dare -confectionary, Carbotrol -canned fruit, Shirriff -cake and cookie mix, Trophy - nuts, Dover - flour, China Lily - canned Chinese, Equal - sugar substitute, Exel - non alcohol drinks, Herffford - canned meats

Food Service - Palmolive, Javex, Ajax, Murphy's Oil - cleansers and chemicals, Casa Fiesta - Mexican, Kozy Shack - refrigerated puddings, Quaker and Aunt Jemima - baking products, Rich's frozen desserts and frozen dough, Sunpac - fruit juice

**TIER 1 SERVICES** - available on request)

## **CONCORD NATIONAL INC.**

Dairy Sunkist - juices, Yoplait - yogurts, So Nice/So Good/Sunrise - soya beverages

Meats Bluewater - boxed fish,

Produce Derlea garlic spreads and jar garlic, Sunrise -tofu

HBA - Arm and Hammer personal care and hygiene, Big Hair / Lacoupe and other -hair care products.

Frozen Old South - juice, Kid Cuizine - frozen meals, Pizzeta's - frozen pizza

Snacks confectionary - Trebor / Allen, and Brookside Chocolates

Non Edible Grocery Tetley -hot and iced teas, Arm and Hammer -laundry detergent / baking soda / cat litter / washing soda, Sapporo Ichiban - dry soaps, Taipan - sauces/Asian foods, Filippo Berio - olive oil, Con Agra Pet - pet supplies, Itala Pasta -dried pasta and PL, Mattel - toys, Casio - gen merch., Naya water, Steinfeld - pickles, Oceans -canned foods,

Food Service - Tetley tea - hot beverage, Maesan - soups, Filippo Berio - olive oil, Derlea garlic spreads /jar,

Columbo - yogurt

## **CONTACT MANAGEMENT GROUP**

Dairy Nalley's- chip dip , T. Marzetti - fruit and veggie dip

HBA Alberto Culver - shampoo, Johnson and Johnson - baby products and remedies, Thera P Norsk - magnetic and compression, Fisherman's Friend - cough lozenges, St Ives - skin care

Frozen Janes - chicken and seafood, Sara Lee - desserts

Produce Produce Partners - seasoning mixes

Edible Grocery Cloverleaf - canned seafood, Brunswick dehydrated potatoes, Idahoan dehydrated potatoes, Stokey - canned vegetables, La Restaurant -salsa, Nalley's - chili, Bernsteins -dressings, Northern Gold - granola, T.Marzetti -croutons, Golden Valley - jams, Summerland Sweets - fruit syrup, Hereford / Select and Imperial - corned beef, Aberfoyle Springs - bottled water, McCormick / ClubHouse -spices and seasoning, Club House -sauce mixes, CakeMate -cake decorating, ClubHouse - extracts, Stokely -canned beans

Other Foley's Candies -baking, Even Flo -baby accessories, Flash S -energy bars

General Merch Agfa -film, Corning -cookware, Good Cook -kitchen wares, E-Z Foil - foil bakeware, BIC - pens/ lighter/ shavers, Magic Pearl - cat letter, Citizen - electronics, Osram Sylvania -light bulbs, Cosmetic Imports - cosmetic bags, Pen Tab -stationery, Dixie -disposable plates and cups, Soft and Gentle - toilet paper, Mardi Gras - napkins

Food Service - Aberfoyle Springs - water, Foley's - confectionery, Golden Valley -jams

## **PENNINE MARKETING**

Meat Barber Foods -stuffed chicken products

Deli Beaverton Foods - mustards horseradish, Calavo Growers of California - guacamole products, Stone Mill - salads

Bakery - Original Carerie dessert cakes

Food Service - Barber Foods -chicken entrees, Calavo Foods - guacamole, Dare - candy /biscuits, E.D. Foods - soup bases sauces, Eagle Family Foods, - juice/ condensed milk , Fletchers - pork, Hampton House - beef /chicken, Heritage Foods - perogies, Idahoan potato products, Janes - fish/ chicken, Kellogg Canada - cereals/ snacks, Marsan Foods -entrees/ purees, Ocean Spray - cranberry products, Original Cakerie - desserts, Ready Bake - doughs etc, Robinson Cone - ice cream cones, JM Smackers -jams, Smithlite -fuel, Stone Mill -salads, Sunrich - fresh fruit, TR Rizzuto - pizza crusts, Tones - spices and sauces, Unifine Richardson BV - sauces and dressings, Wong Wing - Chinese foods.

## **BINNER MARKETING AND SALES**

Meat Wong Wing -chinese food, Olymel - frozen poultry and pork, Rosina - frozen beef

Deli Olymel -poultry and pork, Wong Wing chinese foods, Country Queen -salads, Rosina -beef

Frozen Foods - Naleway - perogies, Icicle -seafood, Wong Wing - chinese foods

Grocery - Crosby - molasses, drink crystals

Food Service - Canada Bread - breads pasta, Country Queen - salads eggs, E.D.Smith -sauces ketchup, Expresco - souvlaki, Icicle - seafoods, Deep Cove - seafood, Kronos - gyros, Mrs Willmans -bakery, Naleway perogies, Olymel - poultry and pork, Otis Spunkmeyer - bakery, Pierre -meats, Rosina - meats, Sun Pac - juices, Wong Wing - chinese foods, Worthington - meatless, Wow Factor - bakery

## **WESTROW FOOD BROKERS**

Dairy Resers - packaged potatoes

Meat Quality Foods - marinated pork, Cuddy - frozen boxed meats

Deli Resers Fine Foods - tortilla/salads/burritos, Cuddy Foods - deli meats, Tapestry Foods - pizzas, Diazza - pizza

## **HAIDA SALES LTD**

Deli La Tortilla Wraps, Pita Bread

Frozen Cheemo - perogies, PL perogies, Jamaican Patties, Molly's - frozen entrees

Snacks Premier - health bars

Non Edibles Checkstand -plastic bags, PL garbage bags

Other Yoshida's - sauces, PL bread stuffing, Alpine - cider mix, Valley Fresh - canned chicken, Pacific pride - seafood, PL -cleaners

Food Service La Tortilla wraps, Garbage bags, Patty King - Jamaican patties, Sunny Boy - hot cereal / pancake mix, PL bread stuffing, PL canned apples.

**DUFFUS SALES** - (available on request)

## **BANNER SALES AND MARKETING**

Categories represented - HBA, Frozen Foods, Snacks, and Edible and Non Edible grocery - detail s available on request.

**COLTER AGENCIES**

Deli sauces, jellies, antipasta, etc.

HBA PL -vitamin and remedies

Snacks nachos, pita chips

Non edible cigarette tubes and machines, barbecue and regular lighters

Other tea, juice, coffee, pasta, dried vegetables, biscuits

**NETWORK SALES**

Dairy Mario's - ice cream

Meat Patrick Cuddahay -meats

Deli Scarponni's, Eraware - plastic housewares

HBA Slim fast , Stella

Frozen Great West International Inc , Bridgeford - bakery items

Snacks Apex Brockman's - chocolates

Other LB Products Ltd Eureka - dog food, Rocky Madsen - fish crisp

Food Service Patrick Cuddahay

**CAMBRIAN ENTERPRISES LTD** - (available on request )

**DISTRIBUTORS****ASHLEY KOFFMAN FOODS**

Dairy Alpine Home - Butter and marg., Athenos Feta and Humus , and key Cheeses.....Meddo Belle, Dofu, Swiss Knight, Coombe Castle, Vergeer , Woerle , and other cheeses of England, Austria, Holland, Denmark, Switzerland, Germany

Meat Oscar Mayer , Carl Buddig

Deli Ashco - anchovy, Claussen - pickles, Oscaar Mayer - meats, Freddie - meatss, Carl Buddig, Rubschlager - bread

Confectionery Guylian - chocolate, Toffofee - candy, Werther's - candy, Andes - mints, Smint - mints, Chupa Chups - lollipop, Jelly Belly - jelly beans, Goelitz - c andies, Rademaker - mint sticks

Snacks Oscaar Mayer Lunchables, Poppycock

Edible Grocery Sesmark - crackers, Walkers Shortbread, Apollinaaris - water, McCormicks - crackers, BiteLife - crackers, Chocolux Dessert cups, Gosch - herring, Kambly - cookies, Keebler - ready crust, Loriva Oils, Marina / Glyngore - fish, Mazzetti - basalmic vinegar, Oetker - baking products, Olde Cape Cod - salad dressing, Ovaltine - malt drink, Pomadour - herbal tea, Beaver / Inglehoffer - mustard, Chun King - chinese food, Looza - fruit nectars, Comimex - In donesian foods, Tai Kitchen, Robertsons - jams.

Food Service 'many of the above brands'

## **PREISCO JENTASH**

Snacks Snyders - pretzels, Guiltless Gourmet - chips, Kettle - chips

Other Kikkoman - sauces, Maggi - sauces, Farkam - noodles, Uncle Dan's - dry dressings, Vita Soy, / Rice Dream - drinks, Lundberg -rices, Ceres - Juices, St Dalfour and Danish Orchards - jams, Dilamn and Good Earth - teas, Spice Islands - vinegars, Casbah, Health Valley, Cliff Bars, Whistler - water

Food Service - 28% of sales PL seafood, rice, vegetables, fruit,

## **HARDY SALES**

Meat Fresh - Butterball, Cooks Angus -beef, Renee's, Oh Boy Oberto, Prince Foods,  
Frozen - Barber, Belle Isle, Pro Veal, Momma Rosa's

Deli Frozen - Calavo, La Reina, Tacoman Fresh - Sun Rick, Antica Roma

## **NATIONAL IMPORTERS**

Misc Taste of Thai, A.. Ho, Babineau's, Bee, Buderim, Burgess, Busha Browne's, Cajun Classique, Caramella, Cavenders, Chile Pancho, China Sun, Choula, Del Oro, Eastern Sun, Emerance, Encore, Four Monks, Gia, Golden Ginger, Granthams, Grey Owl, Horlicks, I-Lan, Joker, Luoisiana Joe's, Marinade Magic, Messmer, Nakano, No Salt, Old Spiice, Ong's, Osage, Pasta Fiesta, Patak's, Ribena, Rice Select, Ryvita, Sandra, Seafar, Seachange, Sezme, Six Gun, St. Dalffour, Sun-bird, Suwong, Tosco, Tryson House, Twining's, Vegeemite, Woodland.

**References:**

1. Agriculture And Agri-Food Canada - April 1999 - The Food Marketing and Distribution Sector in Canada. [www.agr.ca/food](http://www.agr.ca/food)
2. Grocery Today - Western Canada Trade Magazine - published by Canada Wide
3. Canadian Grocer - National Trade Magazine - published by Maclean Hunter [www.cdngrocer.com](http://www.cdngrocer.com)
4. Western Grocer - Western Canada Trade Magazine - published by Mercury
5. Canadian Food Brokers Association - president Keith Bray [www.cfba.com](http://www.cfba.com)

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CA0040	Promotional Opportunities Report for Canada	4/3/00
CA0047	Hotel, Restaurant, Institutional Foodservice Sector Report - Eastern Canada	4/19/00

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